



INTERNATIONAL PRODUCTION & PROCESSING EXPO

For Immediate Release

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NAMI to Host Media Training for the Meat & Poultry Industry at 2016 IPPE

WASHINGTON, D.C. – Nov. 13, 2015 – The North American Meat Institute (NAMI) announced that it will host a media training session for industry members at the 2016 International Production & Processing Expo (IPPE), the world's largest annual meat, poultry and feed industry trade show, scheduled for Jan. 26-28, 2016, at the Georgia World Congress Center in Atlanta, Ga.

This four-hour session provides comprehensive, hands-on media training to industry professionals. Participants will learn essential message development and interview techniques, with opportunities to practice these skills on camera. Professional media experts will also be available to provide feedback in an effort to equip participants with the necessary skills to advance their companies' message and better navigate through a crisis.

NAMI's Senior Vice President of Public Affairs Janet Riley and Vice President of Public Affairs Eric Mittenthal will lead the training.

The session, which costs \$150 for registered IPPE attendees, will be held from 1 to 5 p.m. on Jan. 27, 2016. For more information about this session, click [here](#). To register to attend IPPE, visit www.ippexpo.org.

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ABOUT IPPE

The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), and the American Meat Institute (AMI) and U.S. Poultry & Egg Association (USPOULTRY).

ABOUT USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today's poultry industry, whose mission is to progressively serve member companies through research, education, communication, and technical assistance. Founded in 1947, U.S. Poultry & Egg Association is based in Tucker, Ga.

ABOUT AFIA

The American Feed Industry Association (AFIA) is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

ABOUT NAMI

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.